



**FOR IMMEDIATE RELEASE:**

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## **CHURCHILL DOWNS LAUNCHES ENHANCED MOBILE APP IN TIME FOR DERBY 143**

### **New Features Provide Easy Access to Horse, Racing, Wagering & Event Information**

**LOUISVILLE, Ky. (Tuesday, April 25, 2017)** – Churchill Downs Racetrack today launched the 2.0 version of its mobile app to provide fans with new features and information to enhance their experience at the racetrack and The Kentucky Derby presented by Yum! Brands. The new features offer fans easy access to equine, racing and wagering information, as well as up-to-date information about the day's events and racetrack news. The new features expand on the apps existing tools to make a trip to Churchill Downs easy and convenient for fans.

The updated app, powered by the VenueNext platform, is available now at iTunes at <https://appsto.re/us/USS6bb.i> and the Google Play Store at <https://play.google.com/store/apps/details?id=com.venue.next.churchilldowns&hl=en>.

Specifically, the app's new features include:

- **“Horses and Racing”** - provides entries, live odds and expert betting tips for each race
- **“Today's Events”** - provides details of what's going on at the track each day
- **“Derby News”** - pulls the latest Kentucky Derby racing, lifestyle and equine information together in one place

The app continues to offer the below tools to make a day at the track fun and convenient for guests.

- Bet from your phone thanks to the app's integration with Kentucky Derby's betting partner Twinspires.com
- Find parking and get directions to your seat and throughout the racetrack
- Skip food & beverage lines in seats where Express Pickup or In-Seat Delivery is offered
- Buy, manage and scan mobile tickets

“The new features and improvements to the app were guided by feedback from our guests as well as a review of apps for other national events and sports venues,” said Jeff Koleba, VP Marketing & Programming, Churchill Downs Racetrack. “It's important to us to offer our fans the features and information they want, so we'll continue to listen to their feedback and make updates to improve the experience for everyone who visits Churchill Downs.”

Churchill Downs selected VenueNext to build the app because the VenueNext platform is able to seamlessly connect guests at sporting venues with everything a venue has to offer. The VenueNext platform is also used by Levi's® Stadium, home of the NFL's San Francisco 49ers and Super Bowl 50, Amway Center, home of the NBA's Orlando Magic, Yankee Stadium, AT&T Stadium, home of the NFL's Dallas Cowboys and U.S. Bank Stadium, home of the NFL's Minnesota Vikings.

### **About Churchill Downs Racetrack**

Churchill Downs Racetrack, the world's most legendary racetrack, has conducted Thoroughbred racing and presented America's greatest race the Kentucky Derby continuously since 1875. Located in Louisville, the flagship racetrack of Churchill Downs Incorporated (NASDAQ: CHDN) offers year-round simulcast wagering at the historic track. Churchill Downs will conduct the 143rd running of the Kentucky Derby Presented by Yum! Brands on May 6, 2017. The track's 201y Spring Meet is scheduled for April 29-June. The track has hosted the Breeders' Cup World Championships eight times and is scheduled to host again in 2018.

[www.churchilldowns.com](http://www.churchilldowns.com).

### **About VenueNext:**

VenueNext is a technology platform company on a mission to transform the way guests experience a venue with their smartphone. VenueNext's platform ties together operational systems in a venue and creates customized mobile apps for visitors to access services that make their visit more convenient and enjoyable. The platform also generates valuable data that provide venue owners real-time insights to make data-driven business decisions. VenueNext powers many of today's top Sports Venues in the NFL, NBA, MLB, NHL and Horseracing. The company also powers venues in the Hospitality and Healthcare markets. Founded in 2013, VenueNext is backed by Aurum Partners LLC, Causeway Media Partners, Live Nation Entertainment, Compass Group Plc, Legends Hospitality and others. VenueNext has offices in Silicon Valley, San Francisco and New York. VenueNext received the 2016 Gartner Data & Analytics Excellence Award for "Best Use of Data in a Product or Service", was named one of the top ten "Most Innovative Companies in Sports" by Fast Company in 2015, and is the recipient of a 2015 Edison Award for Innovation.

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